

51st International Turfgrass Conference and Show

A record number of golf course superintendents, educators, manufacturers and visitors from all facets of the green industry are expected to meet in St. Louis Feb. 17-22, 1980, during the Golf Course Superintendents Association of America's 51st International Turfgrass Conference and Show, the world's largest forum for the golf turf industry, according to Conrad L. Scheetz, CAE, GCSAA executive director.

The conference and show will take place in St. Louis' new Alphonso J. Cervantes Convention and Exhibition Center, the centerpiece of a recent reconstruction effort which has made St. Louis one of the nation's most attractive convention cities, Scheetz said.

A total of 66 speakers, including keynote speaker David T. McLaughlin, president of the Outdoor Power Equipment Institute and chairman of the board of The Toro Company, will take part in the conference education program. The four-day education program will include nine sessions relating to the conference theme, "Conservation... Our Key to the Future."

McLaughlin's address, Monday, Feb. 18, titled, "Are We Savers or Spenders?" will kick off the conference education sessions. Other sessions will be on "Conservation of Personal Resources," "Conservation in Key Areas," "Looking for the Key," "Using Some Keys," "Unlocking Potential," "Conservation of Resources," "Important Keys to Business Management" and "Thinking Superintendents: Users of the Keys."

Running concurrently with the education sessions will be GCSAA's 51st International Turfgrass Show, the world's largest exhibition of golf turf products, equipment and accessories. More than 200 firms have already contracted for exhibit space, and individual attendance is expected to break the previous record of 6,500 set last year in Atlanta, Ga.

Last year, 225 exhibitors used 4.5 acres of exhibit space to display \$2.5 million worth of equipment, accessories and turf products, and an even larger show is expected this year.

GCSAA's membership meeting, which sets the course of

the association for the next year, is scheduled for 2 p.m. Wednesday, Feb. 20. New officers will be elected and members will have a chance to discuss policies which will guide the association through 1980.

The social highlight of the conference week will be GCSAA's annual banquet and show in the grand ballroom of Stouffer's Riverfront Thursday, Feb. 21. The Purdue Glee Club and a comedian will be featured, and a dance band will play until after midnight.

Spouses will find plenty to do in St. Louis during the conference week. Three tours of the city have been arranged, and a hospitality suite in GCSAA's headquarters hotel, Stouffer's Riverfront Towers, will be in operation all week. Tours will include a shopping spree in the Plaza Frontenac Mall, a tour of the riverfront and downtown area and a visit to the site of the 1904 World's Fair, now the home of the St. Louis Art Museum, the St. Louis Zoo, the McDonnell Planetarium and the Muny Opera. Seminars, lectures, demonstrations and other activities will take place in the hospitality suite throughout the week.

Immediately after the close of conference activities Friday, Feb. 22, participants in GCSAA's annual postconference tour and golf tournament will leave St. Louis for Guadalajara, Mexico. The tournament is scheduled for Monday and Tuesday, Feb. 25 and 26, and optional tours of the area around Guadalajara will offer those not taking part in the tournament an ample opportunity to see one of the most picturesque parts of Mexico.

The tournament will be a 36-hole, shotgun start competition open to GCSAA members, guests and exhibitors in the turfgrass show. The tournament will be played at the Club de Golf, Santa Anita Country Club and at San Isidro Country Club. The ladies' tournament will be played at Guadalajara Country Club, the city's oldest.

Spouses To Tour St. Louis

As golf course superintendents from all over the country are attending GCSAA's 51st International Turfgrass Conference and Show Feb. 17-22, 1980, in St. Louis, their spouses will be taking advantage of a wide range of activities offered as part of GCSAA's conference Ladies' Program.

Shopping sprees, city tours, seminars and lectures are among the conference week activities scheduled for spouses. A hospitality suite in the ballroom of GCSAA's headquarters hotel, Stouffer's Riverfront Towers, also will be in operation throughout the week.

Tours scheduled include a shopping spree in the exclusive Plaza Frontenac, where participants will search for souvenirs of St. Louis in such stores as Saks Fifth Avenue and Nieman Marcus; a visit to the site of the 1904 World's Fair, now the home of the St. Louis Zoo, the Art Museum, the McDonnell Planetarium and the Muny Opera, and a tour of St. Louis' downtown area, including the famous Gateway Arch, the Old Courthouse, riverboats and mansions.

Hospitality suite activities will begin Monday afternoon with a Welcome to St. Louis. Tuesday's tours will be follow-

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single sheet Newsletter sans advertisers (similar to other associations) met with such negative opposition, that I wouldn't recommend that it be attempted again, regardless of the fact that it cost only 15% as much as the regular issue.

Finally let me express my very special thanks to the following persons: my two secretaries, Ms. Elizabeth Hess and Mrs. Lillian Hughes, and especially to my wife who had to put up with all my complaints at various times.

Good luck to all of you in 1980, and especially to the next Editor.

ed Wednesday morning by a one-woman show, "Ah, Woman," recreating memorable characters of the theater from the age of Eve to the Age of Aquarius. Fashion expert Jan McCormic will present a rack show and seminar Wednesday afternoon on planning a basic wardrobe and working with accessories.

Thursday's seminar, "Finding Service Where There Is No Service" will offer unusual methods and techniques for getting quick and interested service in restaurants and large stores, as well as ideas on finding helpful and courteous plumbers, electricians, carpenters and domestic help.

Other informal activities will take place in the hospitality center throughout the week.

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